

PUBLIC RELATIONS, ADVERTISING AND MARKETING

I. PROGRAM OVERVIEW

The Office of Traffic Safety employs one fulltime staff person – a Manager of Marketing and Public Affairs – who oversees three programs: 1) Media and Press relations for traffic safety issues and initiatives for the entire state of California; 2) oversight of a marketing contract that assists the OTS in directing media buys, ad placements, and video and audio PSA production; and 3) oversight of a \$1.9 million contract with RCE Inc. for planning of all OTS conferences, seminars and workshops.

II. ACTION PLAN

In 2005, OTS Public Affairs will focus on generating earned media for a myriad of traffic safety initiatives through targeted DUI and seat belt campaigns, and, for more than 850 active grantees through their programs – all designed toward lowering the Mileage Death Rate and increasing statewide seat belt use. This approach includes increased media assistance to local grantees on new and innovative programs and continued traffic safety messaging that targets under-represented groups and the general population.

OTS Public Affairs will be utilizing its contractor, Ogilvy Public Relations Worldwide, in support of many of these initiatives. The Contractor assists OTS in campaign development, media buys, advertising services, graphic design and publication production and various other marketing projects that are designed to assist the state in creating awareness of traffic safety programs and initiatives and reach its goal of reducing fatalities and injuries due to traffic crashes.

III. TASKS

TASK 1 - PUBLIC RELATIONS

157

STATEWIDE CAMPAIGNS

OTS Public Affairs will spearhead several key public awareness campaigns during 2005-2006. Key campaigns will include California's "Click It or Ticket" campaign (also see Paid Advertising), as well as December's Drunk and Drugged Driving Prevention Month, Child Passenger Safety Week (February), and holiday DUI enforcement campaigns around the state's four major holiday periods: Christmas/New Year's, Memorial Day, Independence Day, and Labor Day weekend. All campaigns will rely heavily upon earned media to educate Californians about safe driving practices, including seat belt use, child passenger safety and impaired driving. And, OTS will continue to expand partnerships with CHP, the Department of Motor Vehicles, Caltrans, and the Department of Alcoholic Beverage Control on various programs and campaigns such as "Click It or Ticket" moving forward.

PARTNERSHIPS

OTS has an established track record of developing successful partnerships to raise awareness of important traffic safety issues. OTS partners represent a variety of community groups, industry representatives, local, regional and state government agencies and, business and industry.

Public/Private partnerships are very important to OTS' long-term planning. These partnerships are designed to augment resources, extend outreach to diverse audiences and at-risk communities, and extend marketing opportunities. Past partners have supported Teen anti-DUI programs, Drunk and Drugged Driving Prevention (3D) Month, Child Passenger Safety, safety belt use, and bicycle and pedestrian issues, to name a few. OTS will build upon existing partnerships and forge new alliances to support and facilitate its own conferences, meetings and community events.

OTS TRACKS NEWSLETTER

The Office's flagship and award-winning quarterly publication, *OTS Tracks*, is now in its 13th year of production. Its audience is more than 3,000 traffic safety practitioners, law enforcement and fire departments, members of the media, legislators, and key stakeholder groups. Content includes thought-provoking guest commentaries from local grantees, as well as quarterly perspectives from the Secretary of Business, Transportation and Housing Agency, and the Director of the Office of Traffic Safety.

OTS WEBSITE

The OTS Web site (www.ots.ca.gov) features an enhanced, retooled look. Law enforcement agencies are increasingly reliant on the Web site for topical information on everything from grant application announcements to new data on a plethora of traffic safety subjects, and the latest on media events; and, consistent with new technological innovations in the way we get the news, the news media is using the OTS site as a valued resource. Additions and enhancements to the site include streamlined grant applications processes, a new and improved pressroom, and the launch of the AVOID Program Web site (www.Californiaavoid.org), the central clearinghouse for the state's growing AVOID programs.

MEDIA RELATIONS

Bringing together expert resources in Media Relations, Public Affairs and community outreach, OTS Public Affairs offers an array of services, including: Media Relations, Marketing, Event Logistics, Creative Writing, and Campaign Management.

OTS Public Affairs is a "one-stop shop" resource for all of its grantees, whether organizing a media event, or assisting in garnering earned media through placement of specialty stories or op/eds. The Office also works with the National Highway Traffic Safety Administration on media buys surrounding high-profile DUI and seat belt enforcement campaigns. The Office also assists all grantees in crafting news releases and press advisories, as the need arises.

GRANTEE SUPPORT

Integrating media into all grant programs on the local level is key goal and objective in OTS Public Affairs. The office routinely assists grantees in the execution of media events, framing key messages, and arranging media interviews. In addition, OTS Public Affairs directs the message on news releases and specialty articles penned by local grantees and community-based organizations.

TASK 2 - PAID ADVERTISING

157

CAMPAIGNS

During 2006, some of the campaigns that OTS may be using paid media include: Drunk and Drugged Driving (3D) Prevention Month (December); You Drink You Drive You Lose DUI campaign; Child Passenger Safety Week (February), regional AVOID DUI campaigns (held during peak holiday periods) and other campaigns as they arise.

The following table reflects projects with paid media in their budgets:

Project #	Agency
AL0406	San Mateo County
AL0437	Napa County
AL0459	Santa Rosa
AL0462	Suisun City
AL0468	Victorville
AL0479	California Highway Patrol
AL0503	Anderson
AL0514	Citrus Heights
AL0528	Escondido
AL0531	Fontana
AL0532	Fortuna
AL0541	Hemet
AL0560	Petaluma
AL0565	Roseville
AL0567	Sacramento
AL0571	San Diego
AL0592	Auburn
AL0593	Oroville
AL0595	Redding
AL0599	Department of Alcoholic Beverage Control
EM0506	Los Angeles
OP0502	Citrus Heights
OP0505	Inyo County Superintendent of Schools
OP0511	San Bernardino County
OP0512	San Diego State University
PS0505	La Habra
PT0401	Brentwood

Project #	Agency
PT0427	California Highway Patrol
PT0506	Blythe
PT0533	Morro Bay
PT0553	Sonoma County
PT0560	California Highway Patrol
CB0411	Shasta County
CB0503	Shasta County
RS0519	Santa Clara County
PT0530	Los Angeles Department of Transportation

TASK 3 - MARKETING

157

SPORTS AND ENTERTAINMENT MARKETING

OTS Sports & Entertainment Marketing program has become a national model for sports partnerships and traffic safety. While the 2006 schedule of events won't be announced until March, campaign venues being explored include partnerships with California-based professional baseball, soccer, concerts, auto racing, hockey and high school football teams.

**FISCAL YEAR 2006 PROGRAM FUNDING
(PUBLIC RELATIONS, ADVERTISING AND MARKETING)**

PR Task	Title	Major Cost Items				
1	Public Relations	Contractual Services				
2	Paid Advertising	Contractual Services				
3	Marketing	Contractual Services				
Task # / Agency	Funding Sources/Codes					
	157	163	402	405	410	411
1 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$538,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
2 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$390,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
3 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$150,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
TOTALS						
	Local:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
State:	\$1,078,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00